Advertising Case Study
Ogilvy & Mather

File transfer problems.
Solved.

Ogilvy

Leading global advertising agency boosts email network performance, reduces storage costs, improves business productivity, and eliminates delivery delays with email attachment management from Accellion.

Background

One of the most recognized names in advertising, Ogilvy & Mather Worldwide is a subsidiary of WPP Group plc. and the world's eighth largest agency network. With over 400 offices in 120 countries, Ogilvy provides marketing services for many top global brands, including American Express, BP, Coca-Cola, GSK, Gillette, IBM, Kimberly-Clark, Kodak, Kraft, Mattel, Motorola, Nestle, SAP, Unilever, and YUM.

Challenges

The unique competitive advantage that Ogilvy offers to clients is 360 Degree Brand Stewardship SM, a philosophy and practice based on the belief that every point of contact with the consumer builds the brand. Building on this holistic vision for each client, each campaign, and every brand requires a collaborative team of creative professionals working closely with their global partners and clients. Of course, this requires efficient, seamless communication and collaboration between all team members.

For Ogilvy, as well as millions of other companies today across all industries, email is the de facto collaboration standard—and the only application used by all employees. So, improvements in email technology have a huge impact on productivity around the company.

The agency's account executives, creative staff, planners and support personnel all rely on email to share work, solicit comments and edits, and in many cases, even secure client approvals on materials ranging from print ads and web content to TV commercials. In the advertising industry, the ability to work quickly is a competitive advantage since production deadlines often come down to the last minute. For this reason, the ideal means of collaboration and file sharing for an agency is one that functions transparently and flawlessly.

Because advertising requires sophisticated graphic and broadcast applications, teams often must share files that range anywhere from several megabytes to several gigabytes. With Ogilvy staff regularly sending out such large files as email attachments, the agency was often pushing–and exceeding–the limits of its Lotus Notes Domino Servers, which lead to huge burdens on the email infrastructure.

As Yuri Aguiar, Senior Partner, CTO Worldwide IT of Ogilvy Worldwide explained, delays were becoming a serious problem: "An art directorwould hit send on an email with a typical Photoshop file attached and immediately the mail client would get hung up and the mail server would clog up. The resulting delays could be as long as 12 hours and other email users were impacted because of the network traffic that the large files would create." Many who were sending large files began resorting to costly, time-consuming workarounds such as burning CDs and sending them via overnight mail or hiring expensive point-to point couriers. These workarounds not only cost real dollars in high shipping bills but also resulted in time delays of up to two days while the materials went out to offices around the globe. In short, the agency's ability to take advantage of the benefits of email was becoming seriously compromised.

> **"Accellion has provided us with a solution that has turbo-accelerated our business cycle, reduced costs and improved performance for one of our most critical applications—e-mail."**
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> Yuri Aguiar, Senior Partner,
> CTO Worldwide IT of Ogilvy Worldwide

Ogilvy Requirements

The agency began exploring alternatives to email such as FTP, and even tried out a webbased solution. Still, these alternatives were not used widely because they could not provide the same ease and convenience of traditional email, had poor performance due to non-distribution, and lacked seamless integration with Ogilvy security systems. As Aguiar put it, "we needed the ability to send large files to any recipient electronically across the Internet that was integrated with how we work now – Lotus Notes email."

The agency began looking for a solution that would augment its email capability rather than replace it, and that would not impact the performance of the email network, nor require additional investments in storage or network bandwidth. Also, since one of the principal concerns of an advertising agency is digital asset management, the solution had to be secure—not only internally, but also externally with clients. Lastly, the Ogilvy email network is global, so the solution could not be New York centric (the location of Ogilvy headquarters) but rather had to address the international nature of their business.

"We needed a solution that would improve email network performance, not overburden it," said Aguiar. "And it had to have some essential attributes. One, it needed to integrate with our billing process—we need to able to bill back to individual job tracking numbers. And two, it had to be easy to use, non-intrusive to deploy, have an audit trail, and deliver substantial ROI from the get-go." Aguiar looked at an attachment distribution product for Notes, and found that the only solution that integrated from the Notes client through distribution of the file to local sites—with no impact to its Domino mail servers—was Accellion.

Solution

Ogilvy chose the Accellion solution because it met all of the agency's criteria, and the Accellion technology had already been proven to scale globally. The complete Accellion solution included a Lotus Notes client, seven Accellion appliances located at key Ogilvy locations, and a customized web-based billing front end for project charge back to the client. The Accellion solution was fast to implement— every site was operational with administrator training in less than three days—and there was no need to make any changes to the agency's email infrastructure or servers.

"In addition to integrating transparently with Lotus Notes email and adding the client bill-back interface, we were able to install seven Accellion appliances at our global hubs and begin sending out large— 250MB and beyond—files with no problems in a matter of days," noted Aguiar. The Accellion solution enhanced Ogilvy's Lotus Notes Network by managing the email attachment life cycle: attachment distribution, delivery, auditing and consolidation.

Today, seven Ogilvy hubs have the Accellion infrastructure in place; these hubs support the smaller sites in delivery of the attachments. This means that email senders and receivers upload and download at high speeds from the agency's LAN or sending site, and the attachment never hits the email server or network. As attachments age, the Accellion solution manages the number of file attachment copies that are retained on the network, so that storage usage is optimized while users can access the attachment at any point in the future.

Results

In terms of both cost savings and reducing file delivery times, Ogilvy saw immediate and significant improvements with the Accellion solution. "Accellion cut the time needed to turn around creative materials from 2-3 days to a few hours," said Aguiar. "We were looking for a single system that could handle all our file distribution requirements, particularly very large files which we still had to send via more traditional systems. It was also to help offices with lesser infrastructure and to architect disaster recovery into the solution. Accellion helped us achieve all of that, and integrates seamlessly with Lotus Notes, our standard corporate collaboration platform. Instead of maintaining and using several systems in parallel, we now have one single platform, which makes it a lot easier for our team to manage a potentially large number of users." In fact, Ogilvy saw immediate results in email operational costs and improved productivity through a range of areas.

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BENEFITS

- Minimal end user training: Accellion seamlessly integrated into how the business users collaborate now, with Lotus Notes. Users can send files as large as 1GB without having to learn and manage a new system. Additionally, senders are able to track the file sending costs within a project. This is done through a custom web-based billing and reporting interface.

- Reduced network traffic: Within 3 months, Ogilvy saw network traffic in the range of 29 GB moved off previous file transfer methods and onto the new system.

- Reduced mail storage: After the initial trial results, the regional IT directors expect company wide implementation of the Accellion solution to reduce mail storage by 40%.

- Improved e-mail server performance: With the attachment traffic removed from the mail servers, performance has increased up to 10 times (90% of server traffic is attachments)

- Elimination of the Web-based file-sharing portal: A cost reduction of $150,000 per year.

- Improved productivity and customer satisfaction: Senders and recipients are able to respond to client changes in 2-3 hours vs. 2-3 days. Also, mobile users are able to get attachments much more quickly when they travel, because of the global appliance locations.

- Improved security when sending outside the firewall: The Accellion solution distributes files through a secure tunnel to clients beyond the Ogilvy firewall, which ensures every competitive creative concept is seen only by the intended recipient. This feature provides an audit trail as well.

Ogilvy & Mathers	
Deployed since	2003
# of Appliances	14
Location of Appliances	North America Europe, Asia
# of Users	90,000 (estimated)
LDAP/AD directory integration	Yes
Web Interface	Customized
Email plug-in	Lotus Notes

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